Business Update: SingPost's eCommerce Volume

Presentation by Marcelo Wesseler, CEO (SP eCommerce)

29 December 2015

Agenda

Cross-border eCommerce volume

Domestic eCommerce volumes (SEA and AU)

Top five categories

SingPost supporting more than 100 brands

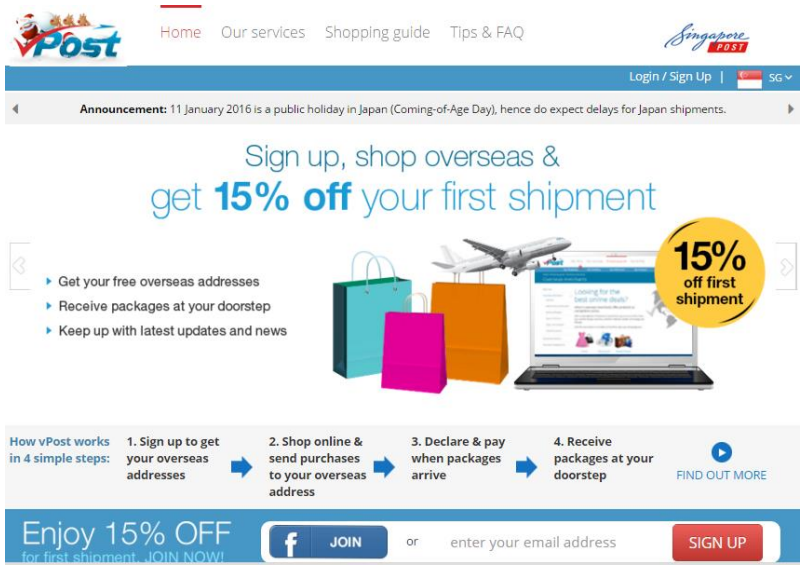
The following presentation contains forward looking statements by the management of Singapore Post Limited ("SingPost") relating to financial trends for future periods, compared to the results for previous periods.

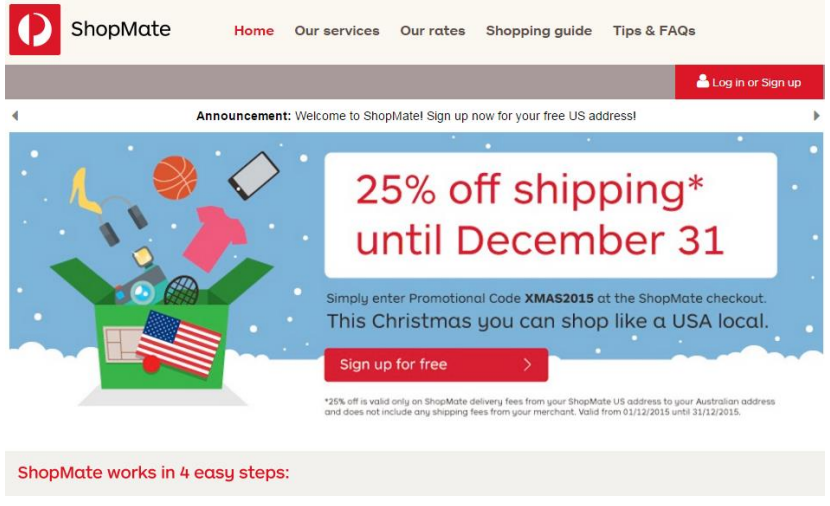
Some of the statements contained in this presentation that are not historical facts are statements of future expectations with respect to the financial conditions, results of operations and businesses, and related plans and objectives. Forward looking information is based on management's current views and assumptions including, but not limited to, prevailing economic and market conditions. These statements involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those in the statements as originally made. Such statements are not, and should not be construed as a representation as to future performance of SingPost. In particular, such targets should not be regarded as a forecast or projection of future performance of SingPost. It should be noted that the actual performance of SingPost may vary significantly from such statements.

"$" means Singapore dollars unless otherwise indicated.

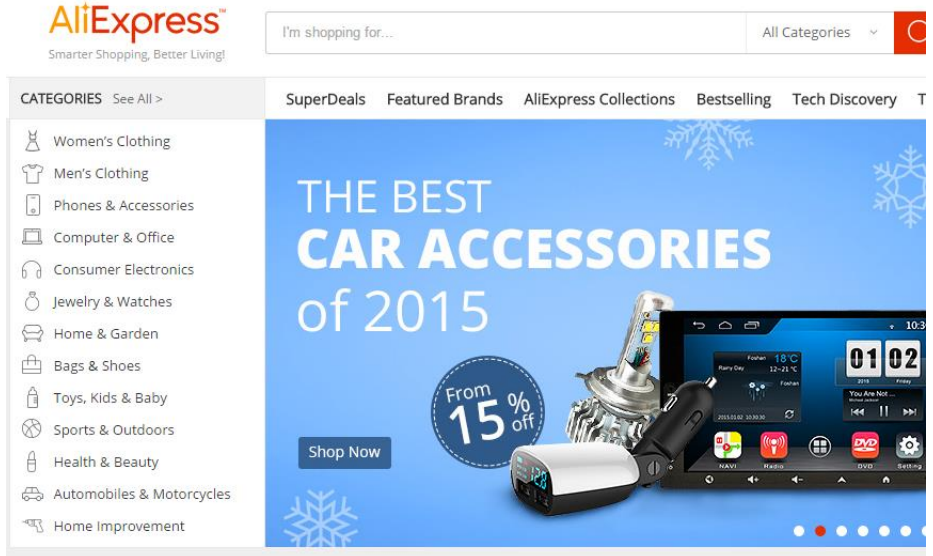
Cross border eCommerce Logistics

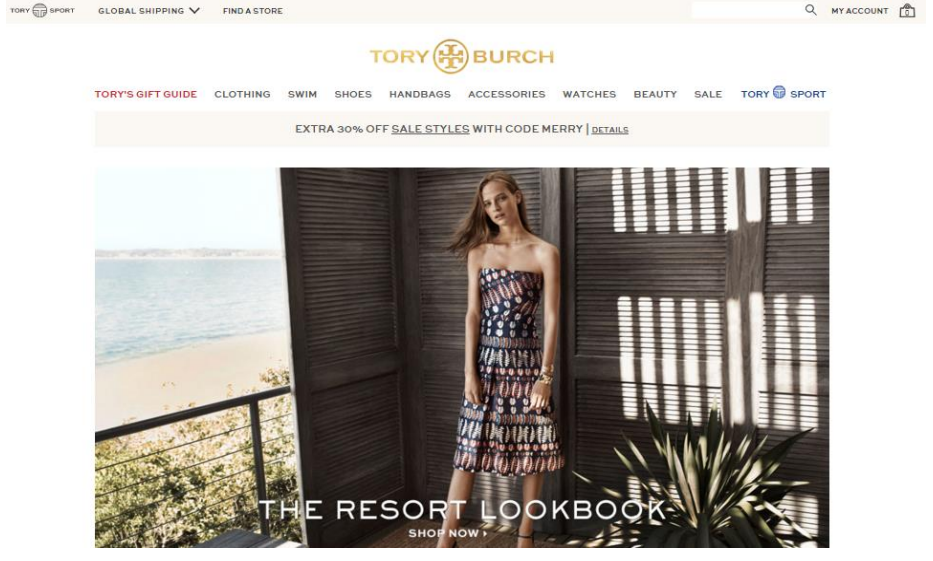
SingPost Sites



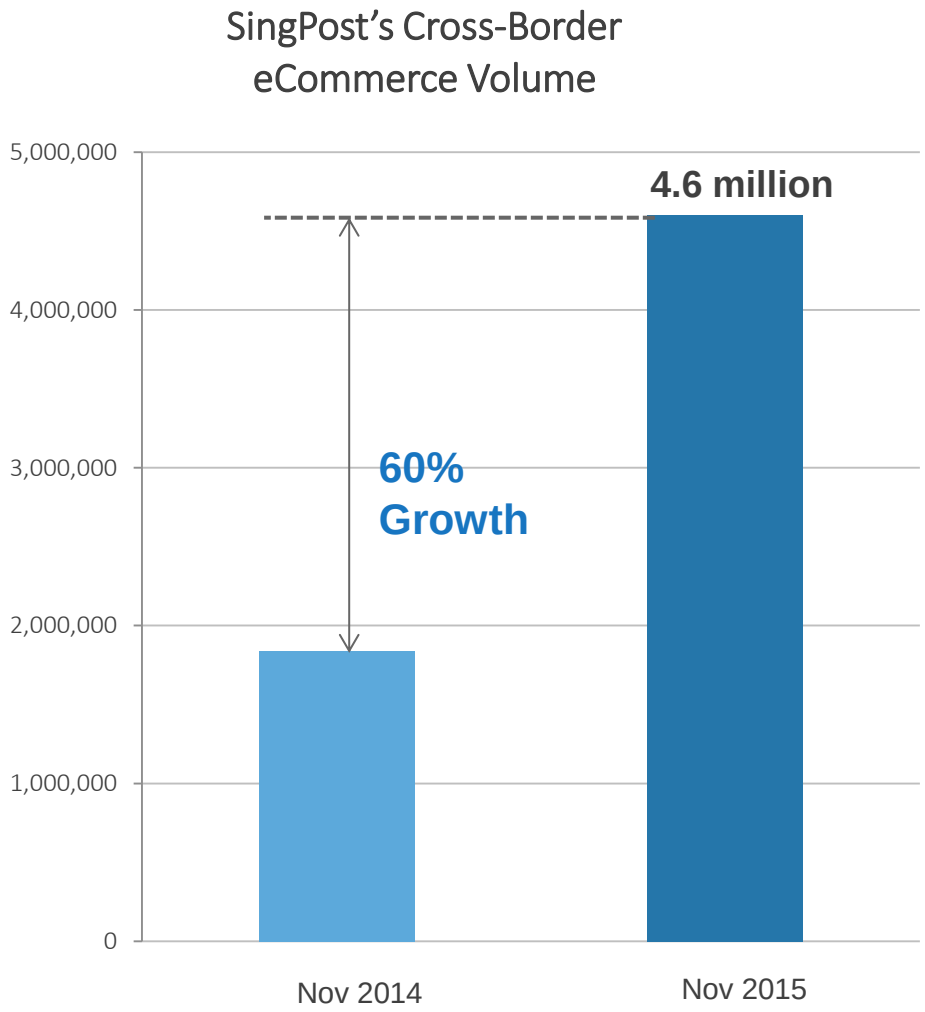


3rd Party Sites





SingPost's cross-border eCommerce volume has increased by 60% year-on-year (Nov 2015 vs Nov 2014) to 4.6 million packages



Note: Includes Singles Day shopping on 11 Nov 2015, Black Friday on 27 Nov 2015 and Cyber Monday on 30 Nov 2015

Domestic eCommerce: Strategic advantages of a full service eCommerce logistics provider



Value Proposition

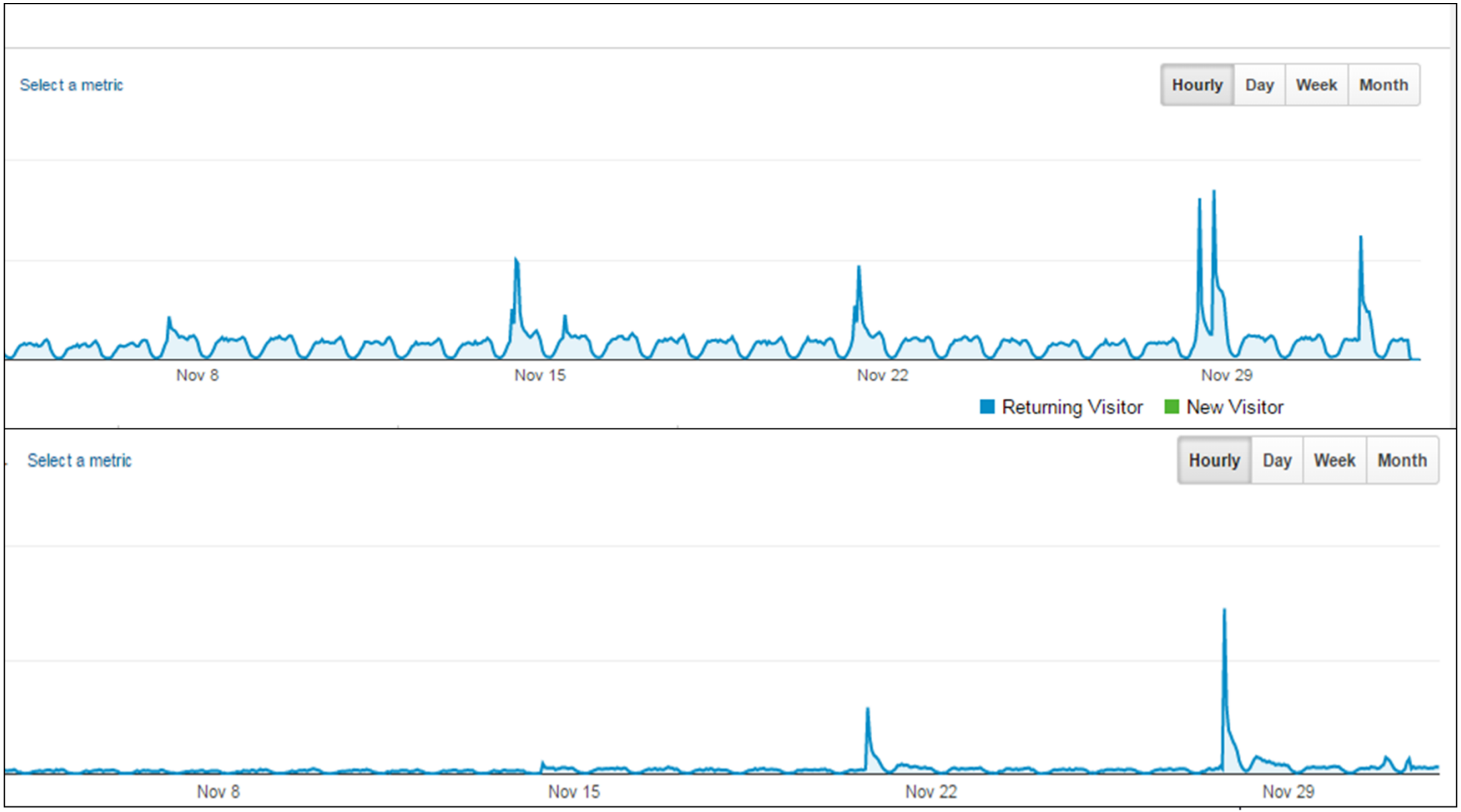
- One-stop-shop for regional market entry within 12 weeks.
- Large consumer database for rapid consumer acquisition.
- Gross margin positive operations across all services.
- Complements marketplaces like Alibaba, eBay and Rakuten.

Demo: http://www.calvinklein.com/hk



- Web Store Development
- Regional Customer Care
- Performance Marketing
- Store Operations
- Warehousing
- Delivery & Returns

Scalability is essential



SingPost's domestic eCommerce orders (SEA and AU) has increased by 384% year on year (Black Friday through Cyber Monday)



Note: Figures exclude orders from TradeGlobal and Jagged Peak

Top five categories of items consumers are buying online

1.  Fashion Apparel
2.  Health and Beauty
3.  Sportswear
4.  Consumer Electronics
5.  Toys

SingPost supporting more than 100 brands with Asia Pacific's first end-to-end eCommerce logistics solutions



Thank You